

ORDER

KSNV

Orders

Order / Rev: 103613
Alt Order #: 06830213
Product Desc: HELLER FOR SENATE
Estimate:
Flight Dates: 08/08/12 - 08/14/12
Original Date / Rev: 06/27/12 / 07/02/12
Order Type: GENERAL
Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency

Name: Strategic Media Services, Inc.
Buying Contact:
Billing Contact:
 3299 K St. NW
 Washington, DC 20007
Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser

Name: Heller, Dean for U.S. Senate *Revised*
Demographic: A35+
Product Codes: PLC01
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN
New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 07/30/12 | 08/14/12 | 29 | \$20,850.00 | \$17,722.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| August 2012 | 29 | \$20,850.00 | \$17,722.50 | 0.00 |
| Totals | 29 | \$20,850.00 | \$17,722.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

Order Share

| Order Share | Share | Total |
|-------------|-------|-------------|
| KSNV | 23% | \$20,850.00 |
| Market | 100% | \$90,652.17 |

Competitive Share

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 36% | \$32,634.78 |
| KLVX | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 18% | \$16,317.39 |
| KTUD | 1% | \$906.52 |
| KVVU | 15% | \$13,597.83 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 7% | \$6,345.65 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---------------------------|------|-------------------|-----------------|------------------------|-------|----------------|-------------------|-----|-------------|----------|---------------|------|------|-------|------------|
| E 1 | KSNV | 08/08/12 | 08/10/12 | M-F 5-6a WakeUp w/Wa@M | | 5-6a | --WTF-- | :30 | 3 | \$400.00 | 1 | 0.00 | NM | 3 | \$1,200.00 |
| M-F 5-6a WakeUp w/Wagners | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/06/12 | 08/12/12 | --WTF-- | | | 3 | | \$400.00 | | 0.00 | | | | |

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 Alt Order #: 06830213
 Flight Dates: 08/08/12 - 08/14/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------------|------|-------------------|-----------------|--|-------|----------------|-------------------|-----|-------------|------------|-----|---------------|------|-------|------------|
| E 1 | KSNV | 08/08/12 | 08/10/12 | M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners | CM | 5-6a | --WTF-- | :30 | 3 | \$400.00 | 1 | 0.00 | NM | 3 | \$1,200.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | --WTF-- | | | 3 | | \$400.00 | | | 0.00 | | | |
| E 2 | KSNV | 08/13/12 | 08/14/12 | M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners | CM | 5-6a | MT----- | :30 | 2 | \$400.00 | 1 | 0.00 | NM | 2 | \$800.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | MT----- | | | 2 | | \$400.00 | | | 0.00 | | | |
| E 3 | KSNV | 08/13/12 | 08/13/12 | M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners | CM | 6-7a | M----- | :30 | 1 | \$700.00 | 1 | 0.00 | NM | 1 | \$700.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | M----- | | | 1 | | \$700.00 | | | 0.00 | | | |
| E 4 | KSNV | 08/08/12 | 08/08/12 | M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners | CM | 6-7a | --W---- | :30 | 1 | \$700.00 | 1 | 0.00 | NM | 1 | \$700.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | --W---- | | | 1 | | \$700.00 | | | 0.00 | | | |
| E 5 | KSNV | 08/09/12 | 08/09/12 | Today Show Today Show | CM | 658a-9am | ---T--- | :30 | 1 | \$1,400.00 | 1 | 0.00 | NM | 1 | \$1,400.00 |
| TODAY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | ---T--- | | | 1 | | \$1,400.00 | | | 0.00 | | | |
| E 6 | KSNV | 08/08/12 | 08/10/12 | M-F Early News M-F Early News | CM | 5-630p | --W-F-- | :30 | 2 | \$1,000.00 | 1 | 0.00 | NM | 2 | \$2,000.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | --W-F-- | | | 2 | | \$1,000.00 | | | 0.00 | | | |
| E 7 | KSNV | 08/14/12 | 08/14/12 | M-F Early News M-F Early News | CM | 5-630p | -T----- | :30 | 1 | \$1,000.00 | 1 | 0.00 | NM | 1 | \$1,000.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | -T----- | | | 1 | | \$1,000.00 | | | 0.00 | | | |
| E 8 | KSNV | 08/08/12 | 08/10/12 | M-F Wheel M-F Wheel of Fortune | CM | 7-730pm | --WTF-- | :30 | 3 | \$1,000.00 | 1 | 0.00 | NM | 3 | \$3,000.00 |
| WHEEL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | --WTF-- | | | 3 | | \$1,000.00 | | | 0.00 | | | |
| E 9 | KSNV | 08/13/12 | 08/14/12 | M-F Wheel M-F Wheel of Fortune | CM | 7-730pm | MT----- | :30 | 2 | \$1,000.00 | 1 | 0.00 | NM | 2 | \$2,000.00 |
| WHEEL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | MT----- | | | 2 | | \$1,000.00 | | | 0.00 | | | |
| E 10 | KSNV | 08/08/12 | 08/08/12 | Face to Face w/ Ralston Face to Face w/ J. Ralston | CM | 730-758pm | --W---- | :30 | 1 | \$800.00 | 1 | 0.00 | NM | 1 | \$800.00 |
| FACE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | --W---- | | | 1 | | \$800.00 | | | 0.00 | | | |
| E 11 | KSNV | 08/08/12 | 08/09/12 | Olympics Late News 3 Late News during Olympics | CM | 11pm-12:35am | --WT--- | :30 | 2 | \$1,000.00 | 1 | 0.00 | NM | 2 | \$2,000.00 |
| NEWS AFT OLY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | --WT--- | | | 2 | | \$1,000.00 | | | 0.00 | | | |
| E 12 | KSNV | 08/11/12 | 08/12/12 | Sa-Su Early News Sa-Su Early News | CM | 5pm-630pm | -----SS | :30 | 2 | \$650.00 | 1 | 0.00 | NM | 2 | \$1,300.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | -----SS | | | 2 | | \$650.00 | | | 0.00 | | | |
| E 13 | KSNV | 08/12/12 | 08/12/12 | | CM | 11pm-1135pm | -----S | :30 | 1 | \$1,500.00 | 1 | 0.00 | NM | 1 | \$1,500.00 |

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 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---------------------------|------|-------------------|-----------------|-------------------------|-------|-------------------|----------|-----|-------------|----------|-----|---------------|--------|-------|-------------|
| Sa-Su News 3 at Eleven | | | | | | | | | | | | | | | |
| Sa-Su News 3 at Eleven | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | -----S | | 1 | | | \$1,500.00 | | | 0.00 | | | |
| E 14 | KSNV | 08/11/12 | 08/11/12 | News 3 Sunrise - SATUR | CM | 6a-7a | -----S- | :30 | 1 | \$350.00 | 1 | 0.00 | NM | 1 | \$350.00 |
| News 3 Sunrise SATURDAY | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | -----S- | | 1 | | | \$350.00 | | | 0.00 | | | |
| E 16 | KSNV | 08/08/12 | 08/10/12 | Face to Face w/ Ralston | CM | 730-758pm | --WTF-- | :30 | 1 | \$750.00 | 1 | 0.00 | NM | 1 | \$750.00 |
| Face to Face w/ J.Ralston | | | | | | | | | | | | | | | |
| OLY ZONE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | --WTF-- | | 1 | | | \$750.00 | | | 0.00 | | | |
| E 17 | KSNV | 08/08/12 | 08/10/12 | Wake Up Early w/ Wagner | CM | 430a-5a | --WT---- | :30 | 2 | \$150.00 | 1 | 0.00 | NM | 2 | \$300.00 |
| Wake Up Early Wagners | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | --WT--- | | 2 | | | \$150.00 | | | 0.00 | | | |
| E 18 | KSNV | 08/14/12 | 08/14/12 | Noon News | CM | 12-1230pm | -T----- | :30 | 1 | \$425.00 | 1 | 0.00 | NM | 1 | \$425.00 |
| Noon News | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | -T----- | | 1 | | | \$425.00 | | | 0.00 | | | |
| N 19 | KSNV | 08/13/12 | 08/13/12 | Noon News | CM | 12-1230pm | M----- | :30 | 1 | \$425.00 | 1 | 0.00 | NM | 1 | \$425.00 |
| Noon News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | M----- | | 1 | | | \$425.00 | | | 0.00 | | | |
| N 20 | KSNV | 08/13/12 | 08/13/12 | Wake Up Early w/ Wagner | CM | 430a-5a | M----- | :30 | 1 | \$200.00 | 1 | 0.00 | NM | 1 | \$200.00 |
| Wake Up Early Wagners | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | M----- | | 1 | | | \$200.00 | | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 29 | \$20,850.00 |